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# The Struggle is Real: A Multi-Generational Conversation about Working Together

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meet  
**ME**  
in St. Louis

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# Affiliation or Financial Disclosure

- Beth Wallace
  - Nothing to Disclose
- Jeremy West
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- James Lesley
  - Nothing to Disclose

## ***What Our Internal Selves would like to disclose:***

- Baby Boomer “I hope these two don’t embarrass me”
- Gen X: “Why did I agree to this? OK, just like we practiced it”
- Millennial “I wonder if my session will go viral”

# Learning Objectives

- Discuss Generational Perimeters
- Quirks and Strengths
- Provide attendees with tips for
  - Communication
  - Recognition
  - Goal setting
  - Advancement

# Baby Boomers 1946-1964

**baby boomer (Noun)**

**Definition of *baby boomer***

- : a person born during a period of time in which there is a marked rise in a population's birthrate
- : a person born during a baby boom
- *especially* : a person born in the U.S. following the end of World War II (usually considered to be in the years from 1946 to 1964)



According to Merriam-Webster

# Gen X Late 1960's-1970's

## Generation X (Noun)

### Definition of *Generation X*

- : the generation of people born in the 1960s and 1970s
- *“Gen X managed to stretch adolescence beyond all previous limits: Its members started becoming adults earlier and finished becoming adults later.”— Jean M. Twenge*

According to Merriam-Webster



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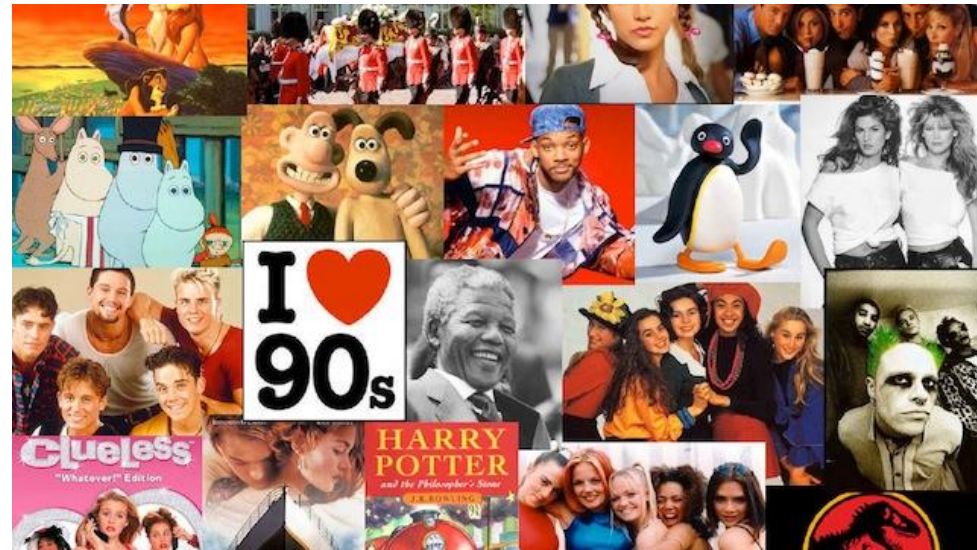
# Millennial 1980's-1990's

## Millennial (Noun)

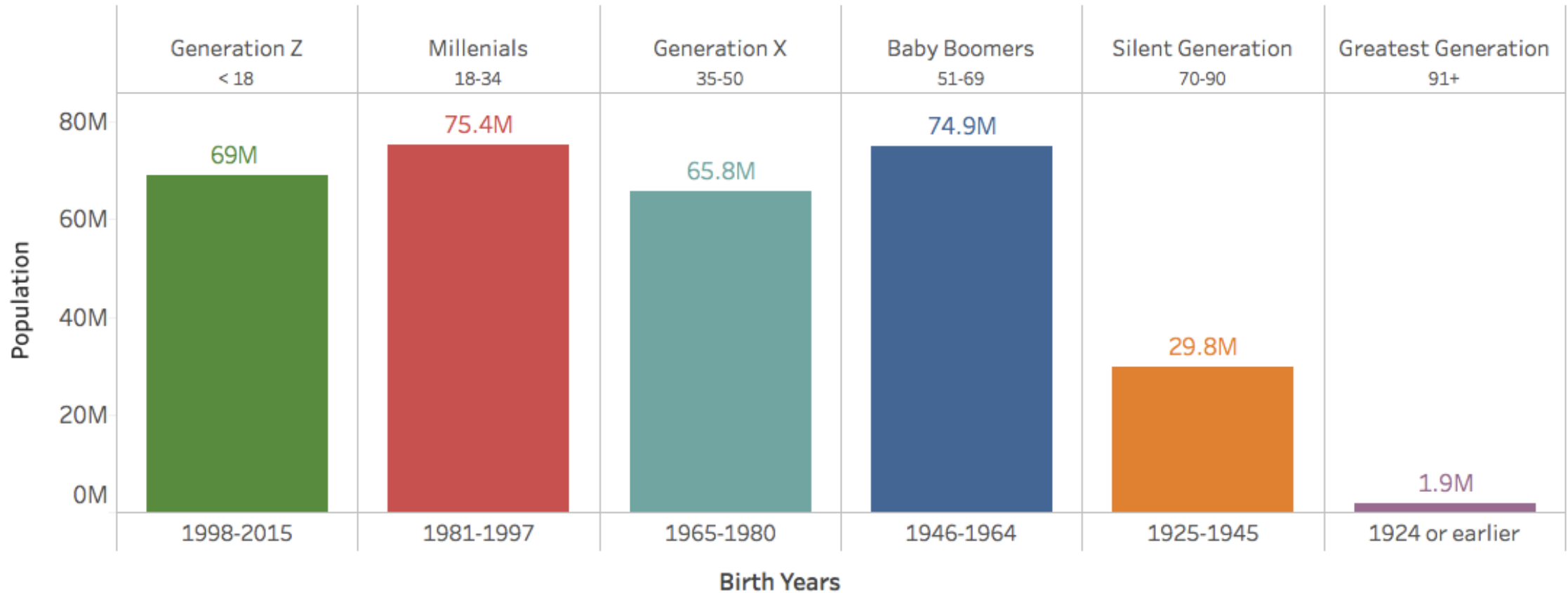
### Definition of *millennial* (Entry 2 of 2)

- : a person born in the 1980s or 1990s —usually plural

According to Merriam-Webster



## U.S. Population by Generation (2015)



Source: U.S. Census Bureau, Pew Research Center

# Activity- What Comes to Mind....

What Comes to Mind when you think of:

- Baby Boomers
- Gen Xers
- Millennials

Text in your response to:



# Baby Boomers

Quirks	Strengths
Driven by Security	Work Ethic
Likes Tradition	Loyalty
Thrives with Structure/Titles	Goal Oriented
Like Labels for People	Historical Knowledge
Seniority over Skill	Good Capacity
Live to Work	Good at Planning
Thrifty	

# Gen X

Quirks	Strengths
Driven by Time off	Adaptability
Likes New Traditions	Good Capacity
Thrives with Freedom from organizational structures (Semi-Loyal)	Inventive
Likes to be “Different”	Independent
The Original Geeks	Goal-oriented
Work to Live	

# Millennial

Quirks	Strengths
Driven by Work/Live Balance	Versatile
Disregards Tradition or Prefers to go back to the Baby Boomer Traditions	Adventurous
Loves a good cause and the story behind the matter	Accepting of Others
Impatient with Success	Educated
Little High Maintenance	Tech Savvy
Want things on-demand	Industrious

# Communication Slides Here- Jeremy

# Recognition Baby Boomers

- Boomers are very hard workers and Work-centric. They created the dual income and latchkey kids.
  - Value recognition, perks and promotions.
  - Recognize their efforts to make a difference in the workplace and community and make it in a public platform.
  - Show me the money.

# Recognition – Gen X

- Credited for bringing work-life balance. Like to work independently with minimal supervision.
  - Value opportunities to grow and make choices.
  - Value having relationships with mentors.
  - Flexible schedules, telecommuting, and recognition.

# Recognition Millennials

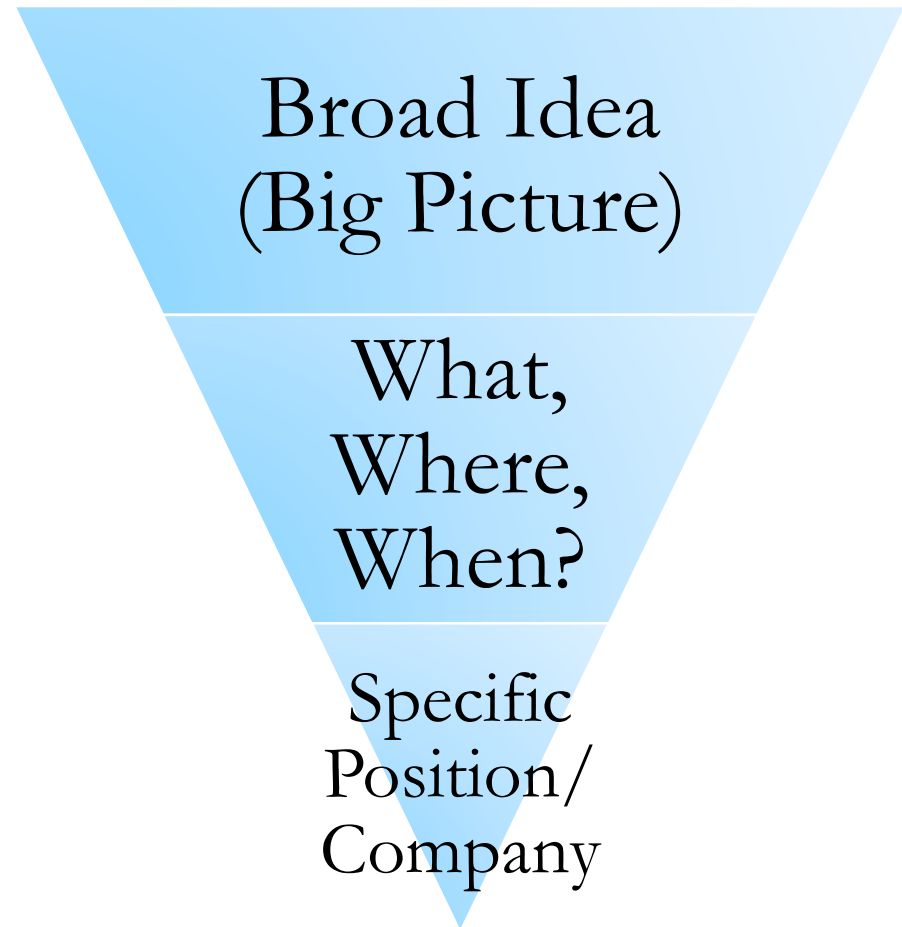
- Tech-savvy generation. Content selling their skills to the highest bidder.
  - Place a high value on the work culture.
  - Seek opportunities for skills training, mentoring and feedback.
  - Desire a collaborative work environment, with flexible schedules, time off, and the latest technology to work with.

# Goal Setting: Millennials

Get specific

Start broad, then refine

Use to make a plan





# Goal Setting: Gen X

- Stay focused: Reflect
  - Reflection process helps connect the dots: past + present + future

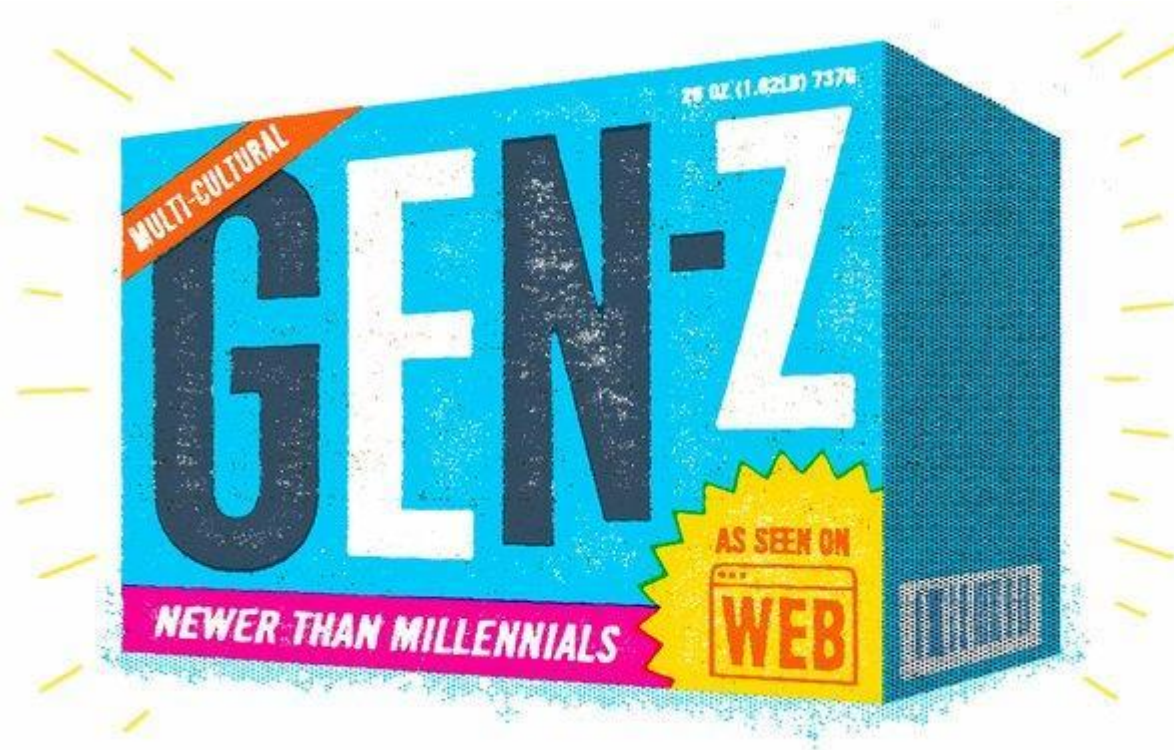


# Goal Setting: Baby Boomers

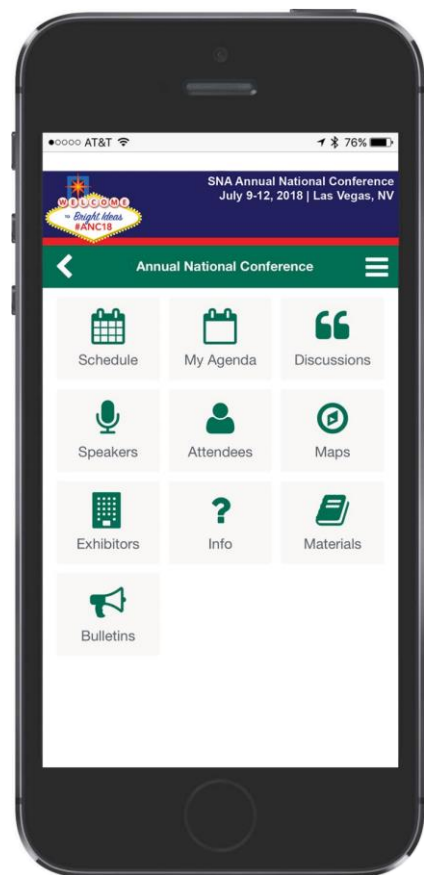
- Embrace and Manage Change
  - Bureau of Labor Statistics: 50.4% of a sample aged 18-48 surveyed in 2012 had 11+ jobs in their lifetime.
  - Career wandering ≠ disloyalty
    - While Boomers tend to stay in one job, younger generations move around frequently. This doesn't necessarily mean your employees aren't loyal to you.
  - Find ways to understand younger generation's goals
    - One on one meetings
    - Establish SMART goals to determine the path
    - Determine how your employees add value or see professional growth

# Advancement Slides Here- Jeremy/Beth

# They're Here:



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Thank You!